## **ORDER**

Orders	Order / F	Rev:	17011	15								CB	S-58		
	Alt Order	r#:	06393	3586		-						MILV	WAUKEE		
	Product I	Desc:	NRSC	2012	_	<u>-</u>									
	Estimate	:				_					WDJT-T	V-LP			
	Flight Da	tes:	10/31	/12 - 11/0	6/12	- <u>,</u>		Primary	AE:		Matthew	Norten			
	Original I	Date / Rev:	10/23	/12 / 10/2	4/12			Sales C			HDC		<u> </u>		
	Order Ty	pe:	GENE	RAL				Sales F		ï	NAT				
							<del></del>						<del></del>		
Agency	Name:			egic Medi	ia Serv	rices									
	Buying C		Neil W	Villiams_				Billing 1	Гуре:		Cash				
	Billing Co	ntact:						Billing (	Calend	lar:	Broadcas	st			
				K Street N				Billing C	Cycle:		EOM/EO	<u>c</u>			
			Washington, DC 20007					Agency	Comr	nission:	15%	15%			
Advertiser	Name:		Issue/	NRSC											
	Demogra	ohic:	A35+					New Bu	siness	Thru:					
	Product C	odes:	PL Iss	ue				Order S	eparat	tion:	00:15:00	_		<del></del>	
	Priority:		P-1				_	Advertis	er Ext	ernal ID:					
	Revenue	Codes:	AGY, I	POL, ISS				Agency	Exterr	nal ID:					
Bill Plan							Totals				0211174				
Start Date	End Date	# Spots 0	Gross A	mount	Net A	mount	Month	r	$\neg$	# Spots	Gross A	mount T	Net Amount	Rating	
10/29/12	11/06/12	47	\$8	2,700.00		\$70,295.00		ber 201:	2	47		700.00	\$70,295.00	0.00	
							Totals			47	\$82,	700.00	\$70,295.00	0.00	
Account Exe		10		· · · · · ·								=			
Account Exec		Sales Office	e Sa	ales Regi	on	Start Date / E				Order %					
Matthew Norte	en					Start Of Orde	er - End (	Of Order		100%	6				
Order Share		Sh	are		Total										
WDJT-TV-LP	<u>-</u> ,	_	16%	\$82,7	00.00										
Market		1	00%	\$516,8	75.00										
Competitive S	Share	Sha	are		Total										
CABLE			0%	L;	\$0.00										
NBME			0%	1	\$0.00										
NCGV			1%		58.75										
NISN			28%	\$144,72											
VITI		2	28%	\$144,72											
VMLW-			0%		0.00										
VPXE			0%		0.00										
VTMJ		2	26%	\$134,38											
WTV			1%	\$5,16											
VYTU			0%	\$	0.00										
l = 0'	0														
Ln Ch 1 WDJT	Start End 10/31/12 11/02	Invento /12 M-F Late		-	Break CM	-		<u> </u>		Spots				mount	
. 11001	13/01/12 11/02	M-F Lat			∆1AI	10p-1035p		WTFS-	:30	J 4 \$	2,000.00P-1	0.00	NM 4 \$	8,000.00	
Start Week: 10/29				Spots/		Rate \$2,000.00	Rating 0.00	1							
Spot Ch D	Date Range	<u>Description</u>	1		Star	/End Time	0.00		<u>eekda</u>	ı <u>ys Leng</u> t	th <u>Rate</u>	Rta Tyr	<u>pe</u>		
1 WDJT 1	0/29/12-11/04/1	12 M-F Late ∧	lews		10p-	1035p			-WThF		0(\$2,000.00)				

10p-1035p

----Sa-- :30 \$2,000.00 0.00 NM

See MG 1.5

5 WDJT 10/29/12-11/04/12 Sat Late News

Print Date: 10/24/12 09:04:35 Page 2 of 3

Order / Rev:

170115

Advertiser:

Issue/NRSC

Alt Order #:

06393586

Product Desc:

NRSC 2012

Flight Dates:

10/31/12 - 11/06/12

Estimate:

012 WDJT-TV-LP

In	Ch	Start	End	Inventory Code	e Breal	k Start/End	d Time Days	Len Sp	<b>~</b> +~	Data	D-:	D4~ 7: ···	\ O=-+		America
E 1				2 M-F Late News	CM	10p-1035p	WTFS	-		Rate \$2,000.00				4	Amount \$8,000.00
	_			M-F Late News					•	4=,000.00		0.00 1411	1	7	Ψ0,000.00
W	_	tart Date 0/29/12	End Date 11/04/12	Weekdays	Spots/Weel	<u>Rate</u> 4 \$2,000.00	Rating 0.00								
Spo	ot C	h Date R	ange	<u>Description</u>		rt/End Time		<u>Weekdays</u>	<u>Le</u>	ength <u>f</u>	Rate	Rtg Type			
<u> </u>		G for 1.1		Let's Make a De	al 0a 106M	858a-10a		-20					-{I	_	
	*****	10/51/	12 11/02/12	Let's Make a De		000a-10a	WTF	- :30	3	\$400.00	IP-T	0.00 NM	1	3	\$1,200.00
w	<u>St</u> eek: 10	art Date 1/29/12	End Date 11/04/12	<u>Weekdays</u> WTF	Spots/Weel		Rating 0.00								
			12 11/06/12			858a-10a	MT	:30	2	\$400.00	P-1	0.00 NM	2	2	\$800.00
	C.	ant Data	Fad Data	Let's Make a De											
w	<u>ىد</u> eek: 11	art Date /05/12	End Date 11/11/12	<u>Weekdays</u> MT	Spots/Week		Rating 0.00								
E 4	WDJT	10/31/	12 11/02/12	Price Is Right 10		10a - 11a	WTF	:30	3	\$1,000.00	P-1	0.00 NM	3	3	\$3,000.00
	Sta	art Date	End Date	Price is Right 10 Weekdays	a-11a Spots/Week	Rate	Rating								
W	eek: 10		11/04/12	WTF		\$1,000.00	0.00								
E 5	MDJT	11/06/1	12 11/06/12	Price is Right 10: Price is Right 10		10a - 11a	-1	:30	1	\$1,000.00	P-1	0.00 NM	1		\$1,000.00
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					٠,٠,			
	eek: 11.		11/11/12	-1		\$1,000.00	0.00					<u>Ų</u>			
E 6	WDJT	10/31/1	2 11/02/12	Y&R 11a-12p The Young & the	CM Restless 11a	11a - 12p -	~-WTF	:30	3	\$1,000.00	P-1	0.00 NM	3		\$3,000.00
		art Date	End Date	Weekdays	Spots/Week		Rating	200				1/40r	i <sup>©</sup> .	l .	
_	ek: 10		11/04/12	WTF		\$1,000.00	0.00					77		. , , ,	
E /	MDJI	11/06/1	2 11/06/12	Y&R 11a-12p The Young & the	CM Restless 11a	11a - 12p -	-1	:30	1	\$1,000.001	P-1 /	0.00 NM	1		\$1,000.00
	_	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			·:	<sub>1</sub>	1:	7.		
-	ek: 11/		11/11/12 2 11/02/12	-1 CBS Block 1230p		\$1,000.00 1230p-2p	′°.0.00	-20	_		// m				
	*****	10/01/1	2 11/02/12	CBS Block 1230p	•	1230p-2p	WTF	:30	6	\$400.001	7-1	: 0.00 NM	6	Ξ	\$2,400.00
\\/e	<u>Sta</u> ek: 10/	rt Date	End Date 11/04/12	Weekdays WTF	Spots/Week 6	<u>Rate</u> \$400.00	Rating 0.00					r:			28
				CBS Block 1230p	·	1230p-2p	2	:30	2	\$400.00F	2-1	0.00 NM	2		\$800.00
				CBS Block 1230p	-	_				7			2 -		4000.00
We	<u>Sta</u> ek: 11/	rt <u>Date</u> 05/12	<u>End Date</u> 11/11/12	Weekdays 2	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00								
E 10	WDJT	10/31/1	2 11/02/12	Doctor 2p-3p	СМ	2p-3p	WTF	:30	3	\$400.00F	P-1	0.00 NM	3		\$1,200.00
	Sta	rt Date	End Date	Doctors 2p-3p Weekdays	Spots/Week	Doto	Dating					1			
We	ek: 10/		11/04/12	WTF	3	<u>Rate</u> \$400.00	Rating 0.00								
E 11 \	MDJT	11/05/12	2 11/05/12	Doctor 2p-3p	СМ	2p-3p	1	:30	1	\$400.00F	<b>-1</b>	0.00 NM	1		\$400.00
	Sta	rt Date	End Date	Doctors 2p-3p Weekdays	Spots/Week	Rate	Rating					ı			
	ek: 11/0	05/12	11/11/12	1	1	\$400.00	0.00					1			
E 12 \	NDJT	10/31/12	2 11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	WTF	:30	3	\$800.00P	-1	0.00 NM	3	;	\$2,400.00
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	ek: 10/2		11/04/12	WTF	3	\$800.00	0.00			. <u> </u>					
]= 13 V	MDJI	11/05/12	2 11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1	:30	1	\$800.00P	-1	0.00 NM	1		\$800.00
			End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					-			
4	ek: 11/( VDJT		11/11/12 2 11/02/12	Jeopardy 6p-630p	1 CM	\$800.00 M-F 6p-630p	0.00 W-F	:30	2 4	\$2 500 000	1	0.00 111	_		
		. 5, 5 1, 12	- 1174112	6p-630p/Jeopardy		г ор-озор		.50	<b>4</b>	\$2,500.00P	-1	0.00 NM	2	4	55,000.00
Mod	<u>Star</u> ek: 10/2		End Date 11/04/12	Weekdays W-F	Spots/Week	Rate	Rating								
			11/04/12	-34 - 4		\$2,500.00 M-F 630p-7p	0.00	:30	1 4	2,500.00P	-1	0.00 NM	1	ø	2,500.00
967					= - **	k	-	.=•	. 4	,000,001	•	3.50 IAIVI	254	Ф	2,000.00

Print Date: 10/24/12 09:04:35 Page 3 of 3

Order / Rev:

170115

Advertiser:

Issue/NRSC

Alt Order #: Flight Dates: 06393586

Product Desc:

NRSC 2012

WDJT-TV-LP

Totals

47

\$82,700.00

10/31/12 - 11/06/12

Estimate:

Week   1079   11/05/12   11/05/	Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len S	oots Rate Pri	Rtg Type	Spots	Amount
Start Date   End Date   Weekind					630p-7r			-				
Start Date   End Date   Weeking   Spots   Weeking   Spots   Weeking   Spots	_			Weekdays								
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   11/101/12   11/1021/12   11/10	E 16 WD	IT 11/05/	12 11/05/12		630p-7\$M	M-F 630p-7p	1	:30	1 \$2,500.00P-1	0.00 NM	1	\$2,500.00
Letterman 1035p-1135p	Week: 1	1/05/12	11/11/12	Weekdays 1								
Week: 10/29/12   11/04/12  WTF-   3   \$600.00   0.00   0.00	E 17 WDJ	T 10/31/	12 11/02/12	•	•	1035p-1135p	WTF	:30	3 \$600.00P-1	0.00 NM	3	\$1,800.00
Letterman 1035p-1135p	_											
Week: 11/05/12   11/11/12   11/	E18 WDJ	T 11/05/	12 11/05/12	•	•	1035p-1135p	1	:30	1 \$600.00P-1	0.00 NM	1	\$600.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Start Date	-											550
Week: 10/29/12   11/04/12   11/	E 19 WDJ	T 10/31/1	12 10/31/12			7p - 8p	1	:30	1\$10,000.00P-1	0.00 NM	1	\$10,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating												
Week: 10/29/12   11/04/12   1-1   1\$19,000.00   0.00	E 20 WDJ	T 10/31/1	2 10/31/12		СМ	Wed 8p - 9p	1	:30	1\$10,000.00P-1	0.00 NM	1	\$10,000.00
Person of Interest   Person of Interest   Person of Interest	_											
Week: 10/29/12         11/04/12        1         1\$10,000.00         0.00           E 22 WDJT         11/04/12         11/04/12         NFL Early Game Regula©M NFL Early Game	E 21 WDJ	Γ 11/01/1	2 11/01/12			Th 8p - 9p	1	:30	1\$10,000.00P-1	0.00 NM	1.	p \$10,000:00
NFL Early Game   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating												
Week: 10/29/12         11/04/12        1         1 \$6,000.00         0.00           E 23 WDJT         11/04/12         11/04/12         NFL Late Game Regular CM         NFL Late Game Regular Seaso(3:15 PM-6:30 PM)         1 \$8,000.00 P-1         0.00 NM         1 \$300.00 P-1         0.00 NM         0.00 NM         0.00 NM	E 22 WDJ	Γ 11/04/1	2 11/04/12		Regula©M	NFL Early Ga	me <u>-</u> -,1	:30	1 \$6,000.00P-1	0.00 NM	. 1	\$6,000.00
NFL Late Game Regular Seaso(3:15 PM-6:30 PM)    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating    1   1 \$8,000.00   0.00    1   105p-1205a   CM   1105p-1205a  1   30   1 \$300.00P-1   0.00 NM   1 \$300.00												No.
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating    1   1 \$8,000.00   0.00    1   104/12   11/04/12   11/04/12   11/04/12   11/04/12   11/04/12   11/05-1205a   CM   1105p-1205a  1   :30   1 \$300.00 P-1   0.00 NM   1 \$300.00	E 23 WDJ7	11/04/1	2 11/04/12					:30	1 \$8,000.00P-1	0.00 NM	1	\$8,000.00
Week: 10/29/12       11/04/12      1       1 \$8,000.00       0.00         E 24 WDJT 11/04/12 11/04/12 11/05p-1205a CM 1105p-1205a CM Castle       CM 1105p-1205a CM 1105p-1205a CM 1105p-1205a CM 1105p-1205a CM Castle       1 \$300.00 CM 1 \$3	•		E- 1 B-1-									
Castle <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>									÷	1		
	E 24 WDJT	11/04/1	2 11/04/12		СМ	1105p-1205a	1	:30	1 \$300.00P-1	0.00 NM	1	\$300.00
	_				Spots/Week 1							